

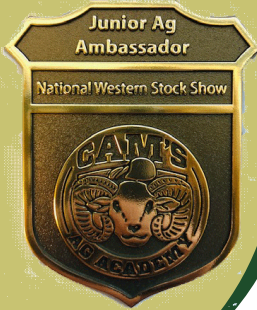


Creating Agvocates through Innovative Ag Literacy Programming Badging

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HOW IT WORKS

- Create
- Deliver
- Participate
- Pledge
- Badge
- Agvocate



INTRODUCTION

CAM's Agriculture Academy, uses a badging program to **motivate** elementary-aged students for engaging in an agricultural literacy activity called "Ag Adventure" at the National Western Stock Show (NWSS).

Emphasizes understanding of agriculture concepts and participation in agricultural activities.

RESULTS

2020

- 25,000 visitors to the Ag Adventure exhibit
- 5,000 received Ag Adventure books
- 1,000 completed books!

2021 - VIRTUAL

- Over 350 virtual views
- 27 new Junior Ag Ambassadors!
- Virtual activity book used by 3 FFA chapters

FUTURE PLANS

We will **badge other agriculture literacy events** offered by CAM's Ag Academy. This will **directly impact students** with the opportunity to receive a badge.

COSTS/RESOURCES

Creation/Development Cost:
\$3,700

Badge Price:
\$.48/badge

